

## ORDER



WAVY

**Orders**  
**Order / Rev:** 198459  
**Alt Order #:**  
**Product Desc:** 10/1-10/7 KAINE FOR SENATE  
**Estimate:** 11519  
**Flight Dates:** 10/01/12 - 10/07/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** REG

**Primary AE:** WAVY National House  
**Sales Office:** N-HOU  
**Sales Region:** Nat

**Agency Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 11350 Random Hills Road  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** POL/Kaine for Senate 2012 (D)  
**Demographic:** A25-54  
**Product Codes:** PL5  
**Priority:** P3  
**Revenue Codes:** AGY, POL, POL-CAND

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN2114/IN2116/SP1753/AU1239/AL18/M

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	67	\$21,875.00	\$18,593.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	67	\$21,875.00	\$18,593.75	0.00
<b>Totals</b>	<b>67</b>	<b>\$21,875.00</b>	<b>\$18,593.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	10/01/12	10/07/12	WAVY News @ Sunrise	CM	5a-6a	11111--	:30	5	\$125.00	P4	0.00	NM	5	\$625.00
				WAVY News @ Sunrise											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$125.00		0.00			
N 2	WAVY	10/01/12	10/07/12	WAVY 6AM News	CM	6a-7a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				WAVY 6AM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$350.00		0.00			
N 3	WAVY	10/01/12	10/07/12	Today Show M-F	CM	7a-9a	11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
				Today Show M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5				\$350.00		0.00			
N 4	WAVY	10/06/12	10/06/12	Today Show Sa	CM	8a-10a	-----1-	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
				Today Show Saturday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1-		1				\$250.00		0.00			
N 5	WAVY	10/07/12	10/07/12	Today Show Su	CM	8a-9a	-----1	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				Today Show Sunday											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----1		1				\$225.00		0.00			
N 6	WAVY	10/01/12	10/07/12	Today Show 2	CM	9a-10a	1--1---	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
				Today Show 2											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	1--1---		2				\$125.00		0.00			

Order / Rev: 198459  
 Alt Order #:  
 Flight Dates: 10/01/12 - 10/07/12

Advertiser: POL/Kaine for Senate 2012 (D)  
 Product Desc: 10/1-10/7 KAINE FOR SENATE  
 Estimate: 11519

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WAVY	10/01/12	10/07/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p -- 1-1--	:30	2	\$75.00	P4	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- 1-1--		2		\$75.00			0.00			
N 8	WAVY	10/01/12	10/07/12	Days of Our Lives Days of Our Lives	CM	1p-2p - 1-1---	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- 1-1---		2		\$125.00			0.00			
N 9	WAVY	10/01/12	10/07/12	M-F 4-5p M-F 4-5p	CM	4p-5p 1-1-1--	:30	3	\$125.00	P4	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-1-1--		3		\$125.00			0.00			
N 10	WAVY	10/01/12	10/07/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p 11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5		\$350.00			0.00			
N 11	WAVY	10/01/12	10/07/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p 11111--	:30	5	\$350.00	P3	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5		\$350.00			0.00			
N 12	WAVY	10/01/12	10/07/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p 11111--	:30	5	\$450.00	P3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	11111--		5		\$450.00			0.00			
N 13	WAVY	10/06/12	10/06/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p -----S-	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1		\$150.00			0.00			
N 14	WAVY	10/07/12	10/07/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p -----S	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1		\$150.00			0.00			
N 15	WAVY	10/01/12	10/07/12	M-F 7-730p M-F 7-730p	CM	7-730p 1-1-1--	:30	3	\$300.00	P3	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	1-1-1--		3		\$300.00			0.00			
N 16	WAVY	10/01/12	10/07/12	M-F 730-8p M-F 730-8p	CM	730-8p - 1-1---	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	- 1-1---		2		\$300.00			0.00			
N 17	WAVY	10/02/12	10/02/12	Tue Hour 3 Tuesday 10-11p	CM	10p-11p -T-----	:30	1	\$700.00	P3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-T-----		1		\$700.00			0.00			
N 18	WAVY	10/03/12	10/03/12	Wed Hour 2 Wednesday 9-10p	CM	9p-10p --W----	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	--W----		1		\$1,000.00			0.00			
N 19	WAVY	10/01/12	10/07/12	LN M-F M-F News 10 @ 11	CM	11p-1130p 22222--	:30	10	\$500.00	P3	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	22222--		10		\$500.00			0.00			
N 20	WAVY	10/06/12	10/06/12	LN Sa WAVY News 10 @ 11 Sat	CM	11p-1130p -----2-	:30	2	\$500.00	P3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----2-		2		\$500.00			0.00			
N 21	WAVY	10/07/12	10/07/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a -----1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

Order / Rev: 198459  
Alt Order #:  
Flight Dates: 10/01/12 - 10/07/12

Advertiser: POL/Kaine for Senate 2012 (D)  
Product Desc: 10/1-10/7 KAINE FOR SENATE  
Estimate: 11519

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	WAVY	10/07/12	10/07/12	Sun News 11p (Football) Sun News 11p -- Late	CM	1130-12a	-----1	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-----1	1		\$500.00		0.00						
N22	WAVY	10/01/12	10/07/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	11-11--	:30	4	\$125.00	P4	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	11-11--	4		\$125.00		0.00						
													Totals	67	\$21,875.00